

## PATENT APPLICATION

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3.22.04

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**OFFICIAL**

In re the Application of:  
 ROTHMAN, et al.  
 Serial Number: 09/988,291  
 Filed: November 19, 2001

) Attorney Docket No. 47004.000180  
 ) Examiner: G. Akers  
 ) Group Art Unit: 3624  
 ) Confirmation No. 8456

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MAR 25 2004

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING  
 CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

**AMENDMENT UNDER 37 C.F.R. §1.111**

U.S. Patent and Trademark Office  
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 Crystal Plaza Two, Lobby, Room 1B03  
 Arlington, VA 22202

Sir:  
 In response to the Office Action mailed on November 25, 2003 in the above-referenced  
 patent application, Applicant submits the following amendments and remarks.

**Amendments to the claims begin on page 2.**

**Remarks begin on page 12.**

04/02/2004 SWILLIAM 00000004 500206 09988291

01 FC:1251	110.00 DA
02 FC:1202	216.00 DA